



# Arts Day

*October 3, 2003*

- Tool Kit -



# ARTS DAY In California

FRIDAY

OCTOBER 3, 2003

Celebrate the major impact the arts have on California's economy, the education and job preparation of our children and the health and vitality of civic life in our state.

**The objective of ARTS DAY is to hold community celebrations throughout the state creating a major media event and garnering positive news coverage on the role and value of the arts, culture, and creativity in California.**

The **ARTS DAY KIT** contains:

- ❑ A sample press release to send to local media organizations.
- ❑ A sample Proclamation to get passed by your City Council, Board of Supervisors, School Board(s), local chapters of the PTA, AARP, and others.
- ❑ Ideas to celebrate California Arts Day and garner local media attention for the arts.
- ❑ A sample petition to circulate and to local and state elected officials.
- ❑ Statistics you can use to make the case for the arts.

## **\*\* IDEAS TO CELEBRATE ARTS DAY \*\***

### **Plan A Party**

Invite local arts organization leaders, arts supporters, elected officials, representatives from the local PTA, AARP, Convention & Visitor's Bureau, the media, to plan an ARTS DAY PARTY. Consider brainstorming how best to attract the most attention given time and money resources. INVOLVE your whole community – spread the work and the ownership of the event to increase your chances of success.

Consider

- ❑ Where to hold the party (including school children).
- ❑ How to get the word out to the public and media.
- ❑ Provide food and drink (Perhaps have local restaurants to donate)
- ❑ Media – Invite the news media to all events.
- ❑ Decorations – hold a contest; invite local arts to show their works.
- ❑ Entertainment – dance, music, theatre.
- ❑ Partnerships with schools, libraries, businesses.
- ❑ Invite local television anchors, the Mayor, City Council to give speeches.
- ❑ Keep it simple and make it FUN. Focus on the art.

### **Hold a Contest**

- ❑ Have an **ARTS DAY POSTER CONTEST** – with several categories for different ages. Award prizes as part of the celebration.

- ❑ Hold a **POETRY CONTEST** -- plan an event around the readings of the winners. Create a virtual cyberspace Coffee House Poetry Reading for the Generation Xers. Involve them in the planning.
- ❑ Hold a **SLOGAN CONTEST** – that captures the essence of the value of the arts – Think “Got Milk?” or “It’s the Cheese” for the arts community.

### **Tie into existing events**

- ❑ Find out what is happening locally on October 3, or the following weekend and build your celebration around that.
- ❑ Advertise in your local newspaper or newsletter and on your website. Ask local artists and businesses promote California Arts Day.

### **Work with your local media**

- ❑ Provide the local media with facts and figures about the positive impact of the arts. Convince them to develop a special **ARTS DAY INSERT**.
- ❑ Work with editorial boards of your local newspapers for an Arts Day Editorial about the value of the arts locally. Provide them with an Op Ed or Letters to the Editor touting the value of the arts to the local community.
- ❑ Get them to package local arts performances, concerts, exhibits, etc. that occur on the week of September 29 as part of the **ARTS DAY** celebration.
- ❑ Send out media advisory/news releases inviting them to cover your events.

### **Hold an awards event**

- ❑ Honor local arts groups, artists, elected officials, civic leaders, and arts educators with awards. Invite an elected official to make the presentation.
- ❑ Send the media a new release and photos of the winners of the events.

### **Schedule a public hearing on the value of the arts locally**

- ❑ Invite local leaders to give testimony as to the role of the arts, culture and creativity locally, statewide and nationally.
- ❑ Arrange with a local radio station to have the hearing carried live with interviews and a talk-show cal-in segment.

### **Dedicate a new piece of public art**

- ❑ Or re-dedicate an existing artwork. Make it a party. Invite media.

### **Create a mural**

- ❑ Arrange for a themed Mural Painting (perhaps with kids). Invite the public to participate.

### **Make October 3<sup>rd</sup> an “Art for Free” day**

- ❑ Convince local theatres, dance companies, museums, to provide FREE admission for the public.

### **Hold a parade**

- ❑ Invite local artists to create a parade with a special ARTS DAY theme.

**Hold a one-day arts fair**

- ❑ Invite local artists to exhibit the works on one day.

**Tie in with local department stores**

- ❑ Ask them to feature local art works in the store windows – and advertise ARTS DAY – OCTOBER 3<sup>rd</sup> in their advertising.
- ❑ Get local stores to invite artists and craftspeople to work in-store on October 3<sup>rd</sup>

**Hold a lecture/panel discussion**

- ❑ Get local celebrities (academics, news anchors, sports figures, civic leaders, elected officials) to hold a discussion on the value of the arts.

**Hold a “kids art” celebration**

- ❑ Combine and exhibit with hands-on instruction from local artists (possibly include an outdoor chalk painting event).

**Celebrate Multicultural Art**

- ❑ Plan an event that focuses on the diversity of cultural contributions to local civic life.

**You get the idea! Pick one or more of the ideas above or come up with one of your own and work together with other local arts groups to shine a spotlight on the ARTS on Friday October 3rd**

**Don't wait to plan for arts day –  
Begin working with your entire community now!**

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## *Frequently Asked Questions*

### ***How do the arts benefit California?***

- ◆ California has an unparalleled legacy of leadership in the arts and creativity. The power and influence of the arts can be seen and felt in all aspects of our lives—economically, socially and educationally. The arts provide California’s competitive edge.

### ***How do the arts benefit California’s economy?***

- ◆ Nonprofit arts contribute more than \$16 billion to California’s economy, and \$830 million in state and local tax revenues.
- ◆ The arts provide over 400,000 jobs statewide—52,000 more jobs than California’s elementary and secondary schools.
- ◆ California’s entertainment industry generates \$13.5 billion and employs 164,000 high-wage workers; the arts, design and creativity are key components of success in these industries.
- ◆ Recent research shows a direct correlation between arts education and economic benefits. It has been found that young people who learn the rigors of planning and production in the arts become valuable employees in California’s idea-driven work force. Teamwork, flexibility and creativity as taught by the arts are needed in an increasingly competitive job market.
- ◆ The arts in California are a strong attraction for tourists, generating nearly \$360 million in spending annually. For every dollar spent producing arts events, \$8 is spent on transportation, parking, hotel stays, restaurant dining, shopping, and other ancillary spending.
- ◆ The arts develop essential skills including risk-taking, team-problem solving, out-of-the-box thinking, creativity, perception and imagination, which fuel California’s high-tech and entertainment industries, the state’s most economically lucrative sectors.
- ◆ The arts build community pride, revitalize neighborhoods and downtown areas in decline, and provide a sense of uniqueness and identity to large and small communities alike.
- ◆ The arts attract world-class talent to California, which in turn attracts and keeps corporations.
- ◆ The current shortage of skilled employees in the entertainment, multimedia and technology industries has forced California’s businesses to hire abroad, weakening our state’s position in

the global marketplace. Promoting creativity in our schools would help build a base of creative thinkers and problem solvers better prepared for employment in the global information age.

- ◆ The presence of the arts in communities increases home values, which results in higher local tax bases and directly benefits our children's schools.

***What is the impact of the arts on academic performance, social development and lifelong learning?***

- ◆ There are strong correlations between involvement in instrumental music during the middle and high school years and higher mathematics proficiency. Additionally, involvement in theatre arts correlates to higher reading proficiency.
- ◆ While learning in other disciplines may often focus on developing a single talent or skill, the arts utilize multiple skills and abilities. Through visual arts, dance, music, theater and other disciplines, cognitive, social and personal skills are developed and nurtured.
- ◆ The arts develop an awareness of different ways of perceiving and thinking, and build respect for other viewpoints, cultures and heritages promoting tolerance; this engenders a team-oriented and collaborative environment.
- ◆ The arts teach innovative hands-on learning and job skills, while building self-esteem and emphasizing excellence and creative self-expression.
- ◆ The arts cultivate social and academic skills, such as critical thinking, decision making, team-oriented problem solving and risk taking, which contribute to a productive work force.
- ◆ The arts provide avenues for lifelong learning and enhance the quality of life for everyone, especially youth and the elderly.

***How do the arts benefit at-risk and under-privileged youth?***

- ◆ The arts reach many students who are not successful in the traditional school model by addressing different styles of learning, perspectives, cultures, and imagination in a non-threatening environment. The arts motivate students, reduce absenteeism and disruptive classroom behavior, and allow alienated students to perceive education as relevant.
- ◆ Community arts programs provide resources for youth to succeed and create safe places where at-risk children can develop constructive relationships with peers and participate in interactive programs with adult role models, counteracting gang activity and drug use.
- ◆ The arts provide a reason, sometimes the only reason, for students who have been disengaged from school and other community organizations to become active and involved.
- ◆ Arts partnership programs give at-risk and under-privileged youth access to resources needed for workplace success, such as universities, schools, places of worship, businesses and social service agencies.

## THE ARTS AND OUR ECONOMY

-Nonprofit arts contribute \$16.75 billion in economic activity, 400,000 jobs, and nearly \$100 million in state and local tax revenues. *Arts & Economic Prosperity, Americans for the Arts, 2002*

-An additional 500,000 jobs are provided by the commercial entertainment sector. *ARTSWORK: A Call for Arts Education for All California Students, the Report of the Superintendent's Task Force on the Visual and Performing Arts, 1997*

-California's entertainment industry generates \$13.5 billion and employs 164,000 high-wage workers. *Business, Technology and the Arts - California's Competitive Advantage, 1998*

-The arts in California are a strong magnet for tourists, resulting in nearly \$360 million of spending on in-state transportation and lodging, generating more than 5,200 jobs and almost \$200 million in employee income. *Adapted from The Arts: A Competitive Advantage For California, 1994*

-An estimated 500,000 professional artists live and work in California more than any other state. *ARTSWORK: A Call for Arts Education for All California Students, the Report of the Superintendent's Task Force on the Visual and Performing Arts, 1997*

## THE ARTS AND TECHNOLOGY

-Automotive design is a \$47 billion business for California, with 16 major design studios employing more than 400 people on a full-time basis. *The Arts: A Competitive Advantage For California, 1994*

-The high-tech industry represents 14 percent of California's total economy and 20 percent of the state's profits. *Business, Technology and the Arts - California's Competitive Advantage, 1998*

-Partnerships between technology and creative industries are increasing. The most notable example of cooperation between technology, business and the arts is the multimedia industry. Of the 1,089 multimedia companies in the U.S. in 1996, almost half were in California. *Business, Technology and the Arts - California's Competitive Advantage, 1998*

-The high-tech industry pays 30 percent to 60 percent more per worker than the state average. *Business, Technology and the Arts - California's Competitive Advantage, 1998*

-There are more than 28,839 high-tech companies in California, providing 834,709 jobs. *California: A laboratory experiment. Upside Today, August 9, 2000*

-Due to the shortage of digital effects-trained and Web production-trained personnel in the state, California businesses currently are forced to recruit abroad and even establish foreign design companies in order to secure the necessary skilled work force. *Digital Coast Round Table, 1995*

-Since 1990, the number of high-tech college degrees awarded has dropped seven percent. *American Electronics Association California Public Policy 2000 Legislative Agenda.*

## **ARTS IN EDUCATION**

-Arts education funding has been in a state of continuing crisis for decades, in great part due to the fiscal shortages that resulted from the passage of Proposition 13 in 1978.

-According to the College Board, SAT scores in 1995 for students who studied the arts for more than four years were 59 points higher on the verbal and 44 points higher on the math portion than students with no coursework or experience in the arts.

-In a majority of school districts, only 10-25 percent of students participate in some form of arts education. *California Basic Educational Data System Reports, 1996.*

-No district in California has more than 50 percent of its students involved in arts education. *California Basic Educational Data System Reports, 1996.*

-A survey of arts teachers in four selected counties (Santa Clara, Santa Cruz, San Francisco, and Ventura) found that in most school districts an average of only two percent of all teachers were qualified arts teachers. The highest rate was seven percent. *California Basic Educational Data System Reports, 1996.*

-California ranks 50<sup>th</sup> among the states in the ratio of music teachers to students. *California Basic Educational Data System Reports, 1996.*

-Youth involved in arts programs are more likely to work with other young people to build community resources. They also are also more likely to attend one or more institutions of higher learning and are more active in their community places of worship, neighborhood centers and unions. *Champions of Change: The Impact of the Arts on Learning, Edited by Edward B. Fiske, published by the President's Committee on the Arts and Humanities, March 2000.*

-Research has found a significant relationship between children involved in expansive arts programs and increased creative, cognitive and personal skills needed for academic success. High-art youngsters are more likely than their low-art counterparts to view themselves as competent in academics, particularly in language and mathematics, and are more likely to have a rapport with their teachers. *Champions of Change: The Impact of the Arts on Learning, Edited by Edward B. Fiske, published by the President's Committee on the Arts and Humanities, March 2000.*

-There are strong correlations between involvement in instrumental music during the middle- and high-school years and higher mathematics proficiency. Additionally, involvement in theatre arts correlates to higher reading proficiency. *Champions of Change: The Impact of the Arts on Learning, Edited by Edward B. Fiske, published by the President's Committee on the Arts and Humanities, March 2000.*

-The arts provide a reason, sometimes the only reason, for students who have been disengaged from schools and other community institutions to re-engage in educational and other community organizations. *Champions of Change: The Impact of the Arts on Learning, Edited by Edward B. Fiske, published by the President's Committee on the Arts and Humanities, March 2000.*

-Arts partnership programs give at-risk and under-privileged youth access to resources needed for workplace success, such as universities, schools, places of worship, businesses and social service agencies. *Champions of Change: The Impact of the Arts on Learning, Edited by Edward B. Fiske, published by the President's Committee on the Arts and Humanities, March 2000.*



## *Sample Proclamation*

This suggested proclamation is a good model for a public event at which your local elected officials can issue an official proclamation and announce the month to the community, media, and opinion leaders.

### **Arts Day in California October 3, 2003**

**WHEREAS**, the month of October has been recognized as Arts and Humanities Month by thousands of arts and cultural organizations, communities, and states across the nation as well as by the White House and Congress for several years;

**WHEREAS**, the arts and culture affect every aspect of life in California including its economy, the education of its children, civic life, community development, and creativity;

**WHEREAS**, the arts and culture enhance enrich the lives of every Californian

**WHEREAS**, arts education research findings suggest the following:

The arts help close the achievement gap, especially among youth-at-risk

The arts improve the academic skills essential for reading and language development

The arts promote positive social development and foster creativity

**WHEREAS**, The arts contribute to the state's rich cultural heritage and enables communication within and across California many diverse cultures.

**WHEREAS**, arts and culture funding is a critical investment in the education of California's schoolchildren and the economy of our state and the arts are a catalyst for economic growth, cultural tourism, and downtown revitalization efforts; and

**WHEREAS**, the nonprofit arts and culture industry strengthens California's economy by generating \$16.75 billion in economic activity annually and supporting 400,00 full-time equivalent jobs;

**NOW, THEREFORE, BE IT RESOLVED**, that I, <insert name of elected official or organization> do hereby proclaim October 3, 2003 as Arts Day and October 2003 as Arts and Humanities Month in California and call upon Californians to celebrate and promote the arts and culture and to specifically encourage the greater participation of children in educational programs and activities in the arts and humanities.

<Signature and/or appropriate seal>

# P E T I T I O N

*We, the undersigned, in recognition of the value and contribution of the Arts to:*  
*The local, state and national economy as an economic engine, a producer of jobs,*  
*and contributor to tax coffers;*  
*The education, academic performance, and job preparation of our children;*  
*The communication and bridge building between diverse cultures and local*  
*communities;*  
*The importance to tourism and other industries; and*  
*Civic Pride*

*By our signatures hereby call on local, state and national elected officials and businesses*  
*and corporations to make funding for the arts, expansion of creativity, integration of the*  
*arts into educational core curriculums for all students in California, and support for the*  
*arts as central to the health and vitality of civic life to be an immediate priority:*

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Name (print)

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Signature

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Street Address

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City

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Zip Code

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Name (print)

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Signature

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Street Address

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City

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Zip Code

For Immediate Release (your letterhead)

Contact:

Telephone:

Website:

## **News Release**

# **(your community/organization) Joins the Statewide Celebration of Arts Day in California on October 3**

*Celebration coincides with National Arts & Humanities month*

**[CITY]** – **[Your community/organization]** is joining thousands of California communities, arts organizations, and everyday people in recognizing and celebrating Arts Day in California on Friday, October 3. To launch the local celebration, **[Your organization]** has invited **[Title and name of local elected official]** to issue a proclamation designating October 3 as Arts Day in California on **[Date]** at **[Time and Place]**.

Arts Day emphasizes two key messages:

1) the arts in the Golden State are important to its economy, the education and job preparedness of California's children, and to healthy civic life in communities throughout the state; and 2) the arts are everywhere. **[Quote from your organization on this exciting opportunity to honor the role of the arts in your community]**. Arts Day coincides with National Arts and Humanities Month in October.

[Background information about your organization]

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